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WAR FOOD ADMINISTRATION
Office of Distribution
150 Broadway
New York, 7, New York

Cleared by:
N.Y...Phila...Boston
Regional OWI with a "B" rating

Issued:
February 3, 1944

THE EGG PURCHASING PROGRAM

(For broadcast by State and Area Supervisors, Office of Distribution, week of February 7, 1944, Northeast Region.)

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CURRENT SERIAL RECORD
☆ MAR 31 1945 ☆
U.S. DEPARTMENT OF AGRICULTURE

ANNOUNCER: With Egg Marketing reaching its seasonal peak throughout the United States, the egg purchasing program sponsored by the Office of Distribution of the War Food Administration provides one of the most important pieces of farm news of the month. So, today, I've asked the _____ supervisor of the Office of Distribution, Mr. _____ to tell you about the program. First, Mr. _____ a review of the reasoning behind the egg buying program.

OFF. OF DIS. SUPERVISOR: You poultrymen know that when egg goals were set for 1943 production, the War Food Administration asked you to increase egg output over and above your 1942 production.

ANNOUNCER: As I recall, the goals set for the entire country called for about four and one-half billion dozen eggs.

SUPERVISOR: A large share of the responsibility for producing these eggs rested with poultrymen here in the Northeast. We needed more eggs because of mounting military needs, and also because those of us at home were eating more eggs. And 1943 has been a banner year in egg production history, thanks to your cooperation.

ANNOUNCER: We're certainly aware in this area how hard our farmers worked, and the problems they faced in getting the job done.

SUPERVISOR: When we asked poultrymen to increase their production, we gave them our assurance that we would maintain price levels that would enable them to continue at a high production rate.

ANNOUNCER: But right now, we're in a period of heavy seasonal egg marketing. Receipts right here in the Eastern markets are particularly heavy. And farm prices of eggs have declined.

SUPERVISOR: I know that, and in some cases the price is below the point where poultrymen could financially maintain their production. So the chief reason for the egg purchasing program was to support the price of fresh eggs to producers, so they could keep up their fine records. The program first launched on December 31st, operated on an offer and acceptance basis.

ANNOUNCER: Now what about the more recent developments in the operations of this program, Mr. _____?

SUPERVISOR: Well, first of all, it is now expanded to include 12 grades, ranging from wholesale number 2 standards to consumer grade A large. The former offer and acceptance program is out, and owners will now have

SUPERVISOR: continued: knowledge of government prices in advance. In order to carry through on this basis, fifteen f.o.b. points in the Northeast Region from Maine to West Virginia have been established. Altogether, throughout the U.S., we are now prepared to buy eggs in carload lots f.o.b. any one of 64 points. This fresh egg purchase program, along with a dried egg procurement program in the Mid-west, is the back-bone of our methods to support egg prices to farmers.

ANNOUNCER: Will the scale of egg prices be readjusted from time to time?

SUPERVISOR: Yes, these prices will be changed periodically. We intend to reflect to producers an average year around farm price of ninety percent of parity. In terms of cents per dozen, average egg prices to them will be supported at a minimum average United States farm price of 30 cents a dozen during the spring and early summer months, and an annual United States average of 34 cents. Remember...these are average figures. The actual price producers will receive for their eggs will vary according to the quality of the eggs and the area in which they live. Prices here in _____ for carload lots f.o.b. are _____(fill in your ne arest marketing points.)

ANNOUNCER: How about the other provisions of the purchasing program ?

SUPERVISOR: Well, eggs must be offered in minimum carload lots of 600 cases or more, consisting of one grade and weight. The grading is to be performed at the point of delivery by federal graders, and the vendor must arrange with the Inspection and Grading Division of the Office of Distribution, War Food Administration, for this service. Eggs may be packed in both new and used cases. But if they are sold in used cases, one cent per dozen will be deducted from the quoted support price. The government will take delivery of the eggs within 10 days of acceptance of the offer.

ANNOUNCER: If a dealer had a carload lot of eggs, where could he inquire about offering them to the government?

SUPERVISOR: The closest state or area Office of Distribution of the War Food Administration is ready to help in such a case. My own office is located at _____ and I'll be glad to answer any inquiries about the buying program.

ANNOUNCER: Does the egg buying program affect the consumer Mr. _____?

SUPERVISOR: The consumer who buys eggs for home use should realize that the government egg buying program has been established only to support the floor under egg prices. Everyone who buys eggs should realize that if the bottom were to fall out of the egg market, egg production would be seriously affected with the result that eggs would become scarce later. Therefore, the buying program is to the

SUPERVISOR: continued: interest of both producers and consumers of eggs. It is an effort to use a valuable supply of wartime food to the best possible advantage of everyone, from our fighting men to both producers and consumers.

ANNOUNCER: Everyone has a definite responsibility in making good use of plentiful foods. The eggs on the market now are the result of long, hard hours of work, put in by farmers and poultrymen. We're fortunate in having such a good supply of this fighting food. Thank you, Mr. _____ for your explanation of the egg buying program.

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Cleared by:
N.Y.,,Phila,,,Boston
Regional OWI with a "B" rating

Issued:
February 10,1944

T-H-E F-A-M-I-L-Y C-A-N-T-E-E-N

(Soybeans.....Small But Mighty)

ANNOUNCER: A few months ago, I received a small booklet entitled, "Cooking With Soya Flour and Grits". It boasted the soybean as a good mixer with meat, as a wartime food "stretcher", and as something new in sandwich spreads. This, I thought to myself, is something that should be investigated further. So I went to the giver-of the gift...Mr. _____, supervisor of the Office of Distribution, and asked him to tell me some more about the findings of the War Food Administration on soybeans...and soybean products. He's with us today, ready to give us the story straight from official shoulders. The development of the soybean is quite dramatic, isn't it, Mr. _____?

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OFF. OF DIS. SUPERVISOR: Yes, soybeans have made history in the past 5000 years of history as a food for the Chinese! But the history that they're making today, being used in dozens of new products, is even more spectacular in my opinion. Going back a bit, soybeans were brought to America in 1804 on a Yankee Clipper, as part of a reserve food supply. But it wasn't until the first World War that they were really noticed. From that point on, the world of industry and science began to sit up and take

SUPERVISOR: Continued — notice of this small, humble-looking bean.

ANNOUNCER: While we're talking chiefly about soybeans for human consumption today, could you just give us some of their other uses?

SUPERVISOR: It's a long and interesting list. Soybean meal is used for livestock feed. It's turned to a different use in the making of plastics, glue, casein, and substitutes for celluloid. Soap and soap products are made from soybean oil. And oil is one of the ingredients used in making linoleum, oil cloth, medicine, printing ink, and synthetic rubber. Mind you, this isn't the whole range of products either. The reason that soybean production is so important to the war effort is because they have so many uses.

ANNOUNCER: Well, I've heard soybeans referred to as the wonder food, and now I'm convinced. Before we discuss the food use that can be made of soya products, how about a word on their nutritive value.

SUPERVISOR: As an economical source of essential food elements, the soybean appears to have no peer, Let's look at how soya protein compares in price with the protein found in meat and milk, two of our fighting foods. First, meat. Generally, meats average about 15 percent protein. With ground meat at a pre-war price of 30 cents a pound, one pound of meat protein would cost $2.00. Milk contains three and a half percent protein, so at

SUPERVISOR: continued — 15 cents a quart, a pound of milk protein would also cost two dollars. Now look at soya flour. It's 50 percent protein and it averages about 15 cents a pound.

ANNOUNCER: With simple multiplication, it looks to me as if we get a whole pound of perfectly fine soya protein for just 30 cents, compared to the $2.00 a pound for milk or steak. Why, that's wonderful.

SUPERVISOR: With this in mind, the War Food Administration has alloted more than 360 million pounds of soya products, about 12 times as much as we had last year. Soya products are now being used in bread, soup powders, macaroni, breakfast cereals, and pancake mixes. In addition to this, flour and grits can be used as protein fortifiers for meat loaves, in home baked pastry, and many other home-made stand-bys.

ANNOUNCER: In addition to their high protein content, what are some of the other nutritive elements contained in soybean and soybean products?

SUPERVISOR: They contain iron, calcium, and phosphorus...all important minerals, plus the three B vitamins, riboflavin, niacin, and thiamin. And here's a bit of information about soybeans that should be welcome news for those dieting to reduce. The soybean is also the only bean practically without starch.

ANNOUNCER: With a back-ground like that Mr. _____, I think we're

ANNOUNCER: continued all set to hear about how we can use those soya products to improve our wartime meals. You know, many homemakers have never experimented with them at all, so how about some pointers?

SUPERVISOR: I'll give you some of the facts that War Food Administration researches have dug up, but for recipes....well, there's nothing in my opinion that beats the little pamphlet issued by the Bureau of Human Nutritiom and Home Economics. Here's one important consideration: Soya products are NOT substitutes for wheat flours and should not be used as such. For instance, you don't want to use them as a thickening agent, as you would flour. However, they're an excellent protein fortifier in combination with wheat flour, in a dish like cream soup, for instance. Another thing about soya products...they should be stored just as you store other packaged goods...in a cool, dry place. And one more word about them...the soya flour should be used for fine-textured products, such as cakes. Grits can be used in as an extender in ground meat, or in corn-bread.

ANNOUNCER: Before you leave us, Mr. _____, would you tell my listeners where they can get a copy of the pamphlet, "Cooking With Soya Flour and Grits"?

SUPERVISOR: A post-card addressed to the Office of Distribution _____ (street), (city), (state), asking for a copy of "Cooking With Soya Flour and Grits" will bring it

SUPERVISOR: continued

directly to them. I've got a big sized stock on hand, because I think that this is a booklet that's going to grow in popularity as soon as homemakers get acquainted with the soya products on the grocer's shelves. They're taking wartime honors in the food field, and they'll take post-war honors too.

ANNOUNCER:

Thank you, Mr. _____. Friends, you have just heard _____ _____ of the Office of Distribution, War Food Administration. And here's that address again. To get a copy of "Cooking With Soya Flour and Grits", write to the Office of Distribution, War Food Administration, (street), (city), (state).

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Office of Distribution
150 Broadway
New York, 7, N.Y.

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Issued:
February 21, 1944

T-H-E F-A-M-I-L-Y C-A-N-T-E-E-N

(Cabbage Comes to Market)

(For use February 21st....March 4th)

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ANNOUNCER: When some of us were youngsters, and our mothers would be shredding cabbage, we'd have a battle royal to see who would get the core. Well, as of February, 1944, there are plenty of cabbage cores to go around. Almost every youngster could have one if he wanted it, judging from the huge cabbage crop on the market right now. Yes, there are so many cabbages coming to market in all their green glory that the War Food Administration has named cabbage a nation-wide Victory Food Selection from now through March 4th. So, with cabbage in the public eye, we thought you'd like to hear more about it. And here's _____ of the War Food Administration to tell you the story.

OFF. DIS. SUPERVISOR: A good deal has been written and said of cabbage, Mr. _____. And you know it's not hard to understand why people have gone lyrical over this vegetable. In the first place, it's old.

SUPERVISOR: Cabbage has been food for men for about 4000 years. They ate it first on the coasts of Europe and North Africa...the leafy, wild kind. Then, in Europe it was one of the most popular vegetables. The French, for one, used it extensively. In fact, Cartier brought the domesticated seeds to this country as early as 1560.

ANNOUNCER: I've heard that cabbage is second only to potatoes in the amounts of vegetables consumed in this country. That's quite a test for popularity.

SUPERVISOR: You can account for that by the fact that there are so many different ways to use cabbage... raw or cooked. It fits into any part of a meal, or many meals.

ANNOUNCER: But what about cabbage as a Victory Food Selection? How does a food rate this designation by the War Food Administration?

SUPERVISOR: Well, first of all...the size of the crop of green cabbage places this vegetable at the top of the list as a food available in abundance. It's the largest one ever raised in the United States...about half again as large as any previous harvest. Besdies, it's one of our most important

SUPERVISOR: (continued) vegetables. Some of our cabbage crop will be dehydrated for soldiers and sailors abroad, for shipment to our allies and other friendly nations, and for other strategic uses.

ANNOUNCER: A lot of cabbage goes into commercial sauerkraut, doesn't it?

SUPERVISOR: Yes, but with all these uses, there will still be a tremendous supply of cabbage for civilians... far more than we ever had before at this time of the year.

ANNOUNCER: With our huge American appetite, we shouldn't have much trouble eating up all there is.

SUPERVISOR: Now...You're getting to the idea behind the Victory Food Selection. The War Food Administration is very anxious, indeed, to have homemakers put cabbage at the head of the shopping list, in order to help clear the markets. You see, with the huge crop, marketing, storage and processing facilities are being over-taxed.

ANNOUNCER: So we all have to assist in moving the crop from the farms to our dinner tables to avoid waste. Why, that's right in line with the War Food Administration's conservation program.

SUPERVISOR: Exactly. Yet, I think it's quite miraculous

SUPERVISOR: that in this country during wartime, one of the ways we are asked to help avoid waste is by eating more of a certain food when it's in seasonal abundance. Then there's the matter of getting a good buy in both food value and dollars and cents value, especially now...when every ounce of food counts.

ANNOUNCER: Naturally, if a food's most abundant on the market stalls, it's going to be moderately priced, isn't it?

SUPERVISOR: Yes, that's generally the way the story goes. More scarce foods are usually more expensive. So when it comes to getting the most for your money... cabbage really gives you alot. First, there's Vitamin C. Raw cabbage, along with citrus fruits, tomatoes, and salad greens, rates a special place in the Vitamin C rich food group of the Basic Seven. The body can't store large amounts of t his nutrient...important in the diet for the normal development of body tissues...so fruits and vegetables rich in "C" are a daily "must". Besides a large amount of this, cabbage also adds some of the B vitamins and minerals to the diet. In fact, the new green cabbage...the kind now in plentiful supply, also contains Vitamin A.

ANNOUNCER: Well, I guess that takes us right down the Vitamin alphabet. Here's something I'd like to know: How can we make the most of this Vitamin C?

SUPERVISOR: Simply by serving raw cabbage, just after you've sliced it. Or by cooking it just long enough to make it tender. Vitamin C is so easily destroyed by heat and air, and it's soluble in water.

ANNOUNCER: The one bane of every homemaker's existence is -trying to get plenty of variety into meals. Cabbage is so popular, and there are so many different ways of preparing it that no one should have much trouble on that score.

SUPERVISOR: No, and there are many other advantages from a management standpoint in using this food. First, you can keep at least a week's supply on hand. It takes less time to wash cabbage than it does other greens. And, that means alot these days when every moment counts, and many homemakers are doing double duty on the job and at home. One of the best things about serving cabbage...from this point of view, I mean...is that it takes only a few minutes to cook. In fact, for maximum food value and delicacy of flavor, quick cooking is recommended.

ANNOUNCER: So cabbage, as a Victory Food Selection, not only gives plenty of appetite appeal to our mid-winter meals, but has all kinds of other things to offer, besides. And by buying cabbage, we consumer will be helping to take the pressure off the other less plentiful foods.

SUPERVISOR: Which is certainly an important wartime consideration. Cabbage has many uses...in main dishes, in lunch boxes, and in combination with other foods. Chalking up the large amounts of food value, its moderate price, and the simple cooking methods in its favor, you've got a 100 percent Victory food all the way around. So, when in doubt as to what to serve this week... make it Cabbage, the War Food Administration's Victory Food Selection. You'll be doing your part to avoid waste of an essential crop. -And you'll be doing your family a good turn in helping them to delicious dish-fuls of healthful food.

ANNOUNCER: You bet we'll cooperate. Remember...February 24th is Cabbage Day...the day that cabbage gets the Victory Food Selection spotlight. Buy it often and serve it often. Thank you, _____ for coming up here today. Friends, you have just heard _____ of the War Food Administration.

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Reserve

WAR FOOD ADMINISTRATION
OFFICE OF DISTRIBUTION
150 B'way, New York7,N.Y.

February 26, 1944

TO: State & Area Supervisors

FROM: Francis E. Robinson, Chief
Marketing Reports Division

SUBJECT: Attached Script...."Seconds...First Class"...(The Container Situation)

We are sending you this script for use on farm radio programs.

In view of the urgency of the container situation, we feel this to be a timely topic and one which may be able to rate time and stations in your locality.

Attached

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SECONDS.....FIRST CLASS

(Container Situation)

(For broadcast by State & Area Supervisors, Office of Distribution, week of February 26, 1944.) ...N.E. Region

ANNOUNCER: Top o' the morning to you farmers. And now with the days getting to be a bit longer, and the sun shining stronger, looks as if early spring markets are just around the corner. And that means taking a good look at your stock-pile of containers out in the barn store-room. Many of you have been building it up all winter, and it still looks short with the big crops coming up. So....what to do about it? Today we've got a fellow up here at the studio...Mr. _____, of the Office of Distribution, War Food Administration, who's going to tell us what some of the others in the same predicament have worked out. How about that_____?

OFF. OF DIS. SUPERVISOR: Good enough, but I think you're putting the cart a bit before the horse. You see, it's the used container industry itself that has supplied the salvaged containers that are now going to market, so these men deserve a word of mention too.

OFF. OF DIS. SUPERVISOR: Fortunately, this is a well-established business, prepared to hanlde and distribute supplies made available to it. But like the rest of us, they have their wartime difficulties.... handicaps of labor, tire, and gasoline restrictions. So they can't pick up containers from door to door the way they used to. The jobbers and wholesalers have had to lend a hand in this particular function, picking up empty containers when they deliver food. Then they've got the responsibility of turning them back to the industry.

ANNOUNCER: Seems to me a used container dealer could accumulate a mighty big stock-pile on his own premises in no time at all. Do they have warehouse facilities to take care of all the turned-back boxes.

OFF. OF DIS. SUPERVISOR: There's the rub. No, they are not generally equipped to handle a large warehouse operation, unless they're sure that there's going to be a market for the containers. Many irreplaceable containers already have been lost for lack of demand on the part of growers and shippers.

ANNOUNCER: That doesn't hang together. If we are anticipating large crop increases...and if these crops are going to go to market, you'd think that second-hand containers would be snatched up like hot-cakes.

OFF. OF DIS. SUPERVISOR: Well, they have been...in many cases. But there are a surprising number of producers who don't know where they can get ahold of containers if there is a shortage in their neighborhoods. That's one reason I'm very glad you asked me to come up here today. Because I've got a list of used container dealers right down in my office that's available to any grower who would like to use it, or who needs a supply.

ANNOUNCER: That's good news. But let me ask you this...have growers ever made it a practice to use second-hand containers before this emergency?

OFF. OF DIS. SUPERVISOR: Generally speaking, the average producer has not been accustomed to using second-hand containers, except perhaps for field use. This has been a matter of choice because previous to the war there was an adequate supply of lumber for boxes and crates. However, it has been done, in this region...particularly in Maryland and New Jersey, close to large producing areas. They've been using second-hand packages for years. Hampers, wire-bound crates, and round stave baskets have been most common. But today, the situation has changed. Under present conditions the choice may lie between using whatever

OFF. OF DIS. SUPERVISOR: is available or doing without and suffering the subsequent waste of valuable food crops. It will mean substituting some kinds of containers for uses not ordinarily accepted, by the trade.

ANNOUNCER: So a grower really must convert a certain type of container to new use. He might use apple boxes, for instance, instead of baskets. Is that the general idea?

OFF. OF DIST. SUPERVISOR: Yes, and that's just what many growers and producers have done. Here are some of the things they've learned to make do. Take your wire-bound bruce citrus boxes for example. Today they're being widely used to pack 40 to 50 pounds of cabbage. One chain store manager suggested using them for apples sold by weight. The same company also uses them for egg cases merely by inserting a central divider. Apple boxes are versatile too. Producers have been using them for asparagus and cucumbers, eggplant, sweet potatoes, and pears. Los Angeles lettuce, carrot, or cauliflower crates can be used for packing head lettuce, cauliflower, spinach, cabbage, and bunched vegetables...turnips, carrots, cantaloupes, and several other fruits and vegetables, And these are just a few of the new uses for second-hand crates and containers.

ANNOUNCER: Whoever said that necessity was the mother of invention had a good sound thought. Substitute containers are valuable crop savers.

SUPERVISOR: They certainly are. And with all these factors to consider...short lumber supplies, labor shortages, and increased farm crops on the way to market, the problem of getting sufficient containers to go around is not only the farmer's but also the concern of the container industry, the retailer, wholesaler, and of course the War Food Administration. Now, before the warm weather sets in, is the time to think about containers, and to get them into the proper condition for shipment. Look over your stock-pile and see how your supply stacks up to your anticipated crop increases. This is the time to put in your order with a used container dealer, and to insure yourself with enough containers for the season. A postcard or call to the Office of Distribution (street, city and state), and we'll be glad to supply you with a list of dealers in your neighborhood.

ANNOUNCER: Thanks for coming up here today, Mr. _____. And farmers, how about taking a look at that container stock-pile this morning. Remember, if you need containers, call or drop a postcard to the Office of Distribution. Friends, you have just heard Mr._____, _____Supervisor of the Office of Distribution, War Food Administration.